

# Contract # 48466

## Schedule Dates

10/01/12-10/07/12

## Advertiser

WARREN FOR SENATE 2012 (3373)

## Agency

Media Strategies & Research (1800)

## Product

POLITICAL CANDIDATE (1051)

## Brand

EST. 12184 (27969)

## Salesperson

Shiebler, Charles (1011)

## Sales Office

WHDH

## Buyer Name

/

## Phone/Fax

12184

## CPE

Local/Political Candidate Agency

## Account Types

Standard

## Billing Type

Standard

## Comments

Date Entered 09/27/12  
 Last Modified 09/27/12  
 Entered By Charles Sheibler  
 CO-OP No  
 Headline #  
 Demo  
 Order Type Normal  
 Package Deal  
 Commission % 15.00  
 Commission \$48,525.00  
 Net Total \$274,975.00  
 Sales Tax

## WHDH Boston (WHDH)

By Broadcast Month Spots Rate  
 Oct. 2012 214 \$323,500.00  
 Grand Total: 214 \$323,500.00

WHDH-TV  
 7 Bulfinch Place  
 Boston, MA 02114-2977



Media Strategies & Research  
 11350 Random Hills Rd Ste 670  
 Fairfax, VA 22030

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/01/12-10/04/12	4	:30	4:30A- Early Today	1	1	1	1	1				4	\$100.00	\$400.00	WHDH Boston (WHDH)		9/27/12
2.0	Normal Line / SPOT	10/01/12-10/05/12	4	:30	5A- 5:30A (ET)	1	1	1	1	1				5	\$350.00	\$1,750.00	WHDH Boston (WHDH)		9/27/12
3.0	Normal Line / SPOT	10/01/12-10/05/12	4	:30	5:30A- 6A (ET)	2	2	2	2	2				10	\$350.00	\$3,500.00	WHDH Boston (WHDH)		9/27/12
4.0	Normal Line / SPOT	10/01/12-10/05/12	4	:30	6A- 6:30A (ET)	2	2	2	2	2				10	\$750.00	\$7,500.00	WHDH Boston (WHDH)		9/27/12
5.0	Normal Line / SPOT	10/01/12-10/05/12	4	:30	6:30A- 7A (ET)	2	2	2	2	2				10	\$750.00	\$7,500.00	WHDH Boston (WHDH)		9/27/12
6.0	Normal Line / SPOT	10/01/12-10/05/12	3	:30	7A- 8A (ET)	2	2	2	2	2				10	\$2,000.00	\$20,000.00	WHDH Boston (WHDH)		9/27/12
7.0	Normal Line / SPOT	10/01/12-10/05/12	3	:30	8A- 9A (ET)	2	2	2	2	2				10	\$2,000.00	\$20,000.00	WHDH Boston (WHDH)		9/27/12
8.0	Normal Line / SPOT	10/06/12-10/06/12	4	:30	6A- 7A (ET)	1						1		1	\$200.00	\$200.00	WHDH Boston (WHDH)		9/27/12
9.0	Normal Line / SPOT	10/06/12-10/06/12	3	:30	7A- 9A (ET)	1						4		4	\$1,000.00	\$4,000.00	WHDH Boston (WHDH)		9/27/12
10.0	Normal Line / SPOT	10/06/12-10/06/12	4	:30	9A- 10A (ET)	2						2		2	\$400.00	\$800.00	WHDH Boston (WHDH)		9/27/12
11.0	Normal Line / SPOT	10/07/12-10/07/12	4	:30	7:30A- 8A (ET)	1							1	1	\$200.00	\$200.00	WHDH Boston (WHDH)		9/27/12
12.0	Normal Line / SPOT	10/07/12-10/07/12	3	:30	8A- 9A (ET)	2							2	2	\$1,000.00	\$2,000.00	WHDH Boston (WHDH)		9/27/12
13.0	Normal Line / SPOT	10/01/12-10/05/12	3	:30	9A- 9:30A (ET)	1	1	1	1	1				5	\$900.00	\$4,500.00	WHDH Boston (WHDH)		9/27/12

## CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

Sunbeam Television Corporation, WHDH-TV, WLVI-TV, ThisTV does not discriminate on the basis of race, ethnicity, gender or national origin in any of its advertising practices.

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Media Strategies & Research (1800)

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POLITICAL CANDIDATE (1051)

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Est. 12184 (27969)

Salesperson

Shiebler, Charles (1011)

Sales Office

WHDH

Buyer Name

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Phone/Fax

12184

CPE

Local/Political Candidate Agency

Account Types

Standard

Billing Type

Comments

Comments

WHDH-TV  
7 Bulfinch Place  
Boston, MA 02114-2977



Media Strategies & Research  
11350 Random Hills Rd Ste 670  
Fairfax, VA 22030

Date Entered 09/27/12

Last Modified 09/27/12

Entered By Charles Shiebler

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$48,525.00

Net Total \$274,975.00

Sales Tax

WHDH Boston (WHDH)

By Broadcast Month

Oct. 2012 214

Grand Total: 214

Rate

\$323,500.00

\$323,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
14.0	Normal Line / SPOT	10/01/12-10/05/12	3	:30	9:30A- 10A (ET)	1	1	1	1	1	1			5	\$900.00	\$4,500.00	WHDH Boston (WHDH)		9/27/12
15.0	Normal Line / SPOT	10/01/12-10/05/12	3	:30	10A- 11A (ET)	1	1	1	1	1	1			5	\$750.00	\$3,750.00	WHDH Boston (WHDH)		9/27/12
16.0	Normal Line / SPOT	10/01/12-10/05/12	3	:30	12P- 12:30P (ET)	1	1	1	1	1	1			5	\$900.00	\$4,500.00	WHDH Boston (WHDH)		9/27/12
17.0	Normal Line / SPOT	10/01/12-10/05/12	3	:30	12:30P- 1P (ET)	1	1	1	1	1	1			5	\$900.00	\$4,500.00	WHDH Boston (WHDH)		9/27/12
18.0	Normal Line / SPOT	10/01/12-10/05/12	3	:30	1P- 2P (ET)	1	1	1	1	1	1			5	\$800.00	\$4,000.00	WHDH Boston (WHDH)		9/27/12
19.0	Normal Line / SPOT	10/01/12-10/05/12	3	:30	2P- 3P (ET)	1	1	1	1	1	1			5	\$500.00	\$2,500.00	WHDH Boston (WHDH)		9/27/12
20.0	Normal Line / SPOT	10/01/12-10/05/12	4	:30	10A- 11A (ET)							2		2	\$400.00	\$800.00	WHDH Boston (WHDH)		9/27/12
21.0	Normal Line / SPOT	10/07/12-10/07/12	4	:30	9A- 10:30A (ET)								3	3	\$400.00	\$1,200.00	WHDH Boston (WHDH)		9/27/12
22.0	Normal Line / SPOT	10/01/12-10/05/12	3	:30	3P- 4P (ET)	2	2	2	2	2	2			10	\$500.00	\$5,000.00	WHDH Boston (WHDH)		9/27/12
23.0	Normal Line / SPOT	10/01/12-10/05/12	3	:30	4P- 4:30P (ET)	2	2	2	2	2	2			10	\$1,000.00	\$10,000.00	WHDH Boston (WHDH)		9/27/12
24.0	Normal Line / SPOT	10/01/12-10/05/12	3	:30	4:30P- 5P (ET)	2	2	2	2	2	2			10	\$1,200.00	\$12,000.00	WHDH Boston (WHDH)		9/27/12
25.0	Normal Line / SPOT	10/01/12-10/05/12	3	:30	5P- 5:30P (ET)	2	2	2	2	2	2			10	\$1,500.00	\$15,000.00	WHDH Boston (WHDH)		9/27/12
26.0	Normal Line / SPOT	10/01/12-10/05/12	3	:30	5:30P- 6P (ET)	2	2	2	2	2	2			10	\$1,600.00	\$16,000.00	WHDH Boston (WHDH)		9/27/12
27.0	Normal Line / SPOT	10/01/12-10/05/12	3	:30	6P- 6:30P (ET)	2	2	2	2	2	2			10	\$2,000.00	\$20,000.00	WHDH Boston (WHDH)		9/27/12

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Est. 12184 (27969)

Salesperson

Shiebler, Charles (1011)

Sales Office

WHDH

Buyer Name

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Phone/Fax

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CPE

12184

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Charles Shiebler

CO-OP

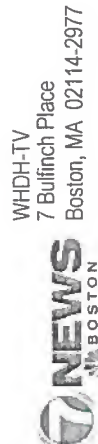
No

Headline #

Demo

Contract # 48466

Schedule Dates 10/01/12-10/07/12  
Advertiser WARREN FOR SENATE 2012 (3373)  
Agency Media Strategies & Research (1800)  
Product POLITICAL CANDIDATE (1051)  
Brand Est. 12184 (27969)  
Salesperson Shiebler, Charles (1011)  
Sales Office WHDH  
Buyer Name /  
Phone/Fax  
CPE 12184  
Account Types Local/Political Candidate Agency  
Billing Type Standard  
Comments



Media Strategies & Research  
11350 Random Hills Rd Ste 670  
Fairfax, VA 22030

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Oct. 2012	214	\$323,500.00
<b>Grand Total:</b>	<b>214</b>	<b>\$323,500.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
41.0	Normal Line / SPOT	10/05/12-10/05/12	3	:30	10P- DATELINE	1					1			1	\$5,000.00	\$5,000.00	WHDH Boston (WHDH)		9/27/12
42.0	Normal Line / SPOT	10/06/12-10/06/12	4	:30	7:28P- NOTRE DAME FOOTBALL	1						1		1	\$4,000.00	\$4,000.00	WHDH Boston (WHDH)		9/27/12
43.0	Normal Line / SPOT	10/01/12-10/05/12	3	:30	10:59P- 7 News at 11 PM	2	2	2	2	2	2			10	\$2,500.00	\$25,000.00	WHDH Boston (WHDH)		9/27/12
44.0	Normal Line / SPOT	10/06/12-10/06/12	3	:30	10:59P- 7 News at 11 PM	2						2		2	\$2,500.00	\$5,000.00	WHDH Boston (WHDH)		9/27/12
45.0	Normal Line / SPOT	10/07/12-10/07/12	3	:30	11:30P- 7 News at 11 PM	1							1	1	\$1,600.00	\$1,600.00	WHDH Boston (WHDH)		9/27/12
46.0	Normal Line / SPOT	10/01/12-10/05/12	4	:30	11:34P- THE TONIGHT SHOW W/ JAY LENO	2	2	2	2	2	2			10	\$700.00	\$7,000.00	WHDH Boston (WHDH)		9/27/12

CONFIRMATION CONTRACT

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